

Opportunity Testimonial Guidelines

Nu Skin has created these guidelines to ensure that opportunity claims made by Brand Affiliates are truthful and not misleading. The principles within this document are designed to promote compliance with applicable laws and regulations regarding such claims.



NU SKIN OPPORTUNITY CLAIMS

These guidelines provide you with information about how to properly promote the Nu Skin Business Opportunity. An Opportunity Claim is any statement, presentation, video, or social media post that depicts: 1) Earnings that can be made through the Nu Skin business, 2) Purchases made from Nu Skin earnings, or 3) Awards received through Nu Skin incentive programs (including success trips).

Opportunity Claims should be:

- True
- Never Misleading
- Compliant with these guidelines and the [Policies and Procedures](#).

Social media posts should:

- Clearly and unavoidably disclose your relationship with Nu Skin
- Include your name and market; and
- Follow the FTC's [Endorsement Guides](#) and [Frequently Asked Questions](#).

Nu Skin Key Messaging Principles

TODAYS AUDIENCES CAN BE SKEPTICAL ABOUT PRODUCT CLAIMS, OPPORTUNITY CLAIMS, THE DIRECT SELLING INDUSTRY AS A WHOLE, AND THEIR ABILITY TO THRIVE IN THIS BUSINESS MODEL.

KEEP THEIR PERSPECTIVE IN MIND WHEN COMMUNICATING WITH THEM.

BECAUSE THEY OFTEN THINK MESSAGES ARE...

ALWAYS TAKE CARE TO...

“Too good to be true”

KEEP IT REAL
Be straightforward and don't overstate



“Too little information”

BACK IT UP
Provide specifics that alleviate concerns



“Too much too soon”

EASE THEM IN
Meet your audience where they are today



INCOME CLAIMS

All income claims must comply with the following guidelines:

1. Claims must be truthful and accurate and never deceptive or misleading.
2. Lavish lifestyle claims and imagery (exotic vacations, high-end vehicles, yachts, airplanes, etc.) are strictly prohibited.
3. Do not claim (or imply) that a Nu Skin business is **easy** or does not require substantial time, skills, or hard work.
4. Do not claim (or imply) that **everyone will succeed** if they simply put in the hours or follow a system.
5. Do not claim (or imply) that operating a Nu Skin business will: allow participants to **quit jobs, replace full-time income, or provide financial freedom**.
6. Keep messaging **balanced and realistic**, do not focus only on examples of successful Brand Affiliates.

7. Do not make claims beyond your **own experience, compensation, and title**.

8. Every time you make an income claim, discuss or otherwise present earnings, you must:

1. Provide a copy of or a link to the most recent [compensation summary](#); and
2. Post the full text of the **Earnings Disclaimer**:

In 2023, only 19.27% of Active U.S. Nu Skin Brand Affiliates earned sales compensation, and 6% earned \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

9. Use an asterisk (*) next to **all earnings claims** to reference the Earnings Disclaimer. The disclaimer must be **clear, conspicuous, and unavoidable**: use **the same font size, color, and language** used in the main post.

INCOME CLAIMS ON SOCIAL MEDIA

In addition to the guidance for all income claims, follow these guidelines when making income claims on social media.

1. Income, earnings, awards, bonus, and/or compensation claims made on social media **cannot exceed \$200**.
2. All posts **must** follow the same format used in the example posts in these guidelines.
3. All posts must **clearly and unavoidably** disclose your relationship with Nu Skin. **Don't hide your relationship** with Nu Skin behind a "more" button or in a string of hashtags.

Best practices: use **#ad** or **#NuSkinBrandAffiliate**

4. Post the **exact text** of the Earnings Disclaimer:

*In 2022, only 23.58% of Active U.S. Nu Skin Brand Affiliates earned sales compensation, and 7% earned \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

5. When posting on Reels, Stories, SnapChat, or YouTube, the Earnings Disclaimer must appear anytime an income claim is made, **superimposed over the video**, legible, and shown long enough for an average person to read. Additionally, when posting a lengthy video where several income references are used, you would be expected to post the Earnings Disclaimer at the beginning and end of the video.

APPROVED EXAMPLE POSTS

Specific Earnings



Who wants to earn up to \$200 a month selling our incredible toothpaste?* No start-up fees and you can go at your own pace!

*In 2023, only 19.27% of Active U.S. Nu Skin Brand Affiliates earned sales compensation, and 6% earned \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

#nuskinbrandaffiliate #opportunity
#beautyandwellness #supplementalincome



Can \$20 - \$200 a month help you with those extra coffee breaks? Share and sell our amazing products for a little extra cash.* No start-up fees or required purchases!

*In 2023, only 19.27% of Active U.S. Nu Skin Brand Affiliates earned sales compensation, and 6% earned \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

#nuskinbrandaffiliate #opportunity
#empowerme #yourbusinessyourway

APPROVED EXAMPLE POSTS

General Earnings



Need a little extra income to help make that monthly car payment?*

Contact me to learn more about our amazing company and best-in-class products!

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#nuskinbrandaffiliate #beautyandwellness #opportunity #yourbusinessyourway



I've been able to earn a little extra cash each month to help with my kid's activities!*

Want to learn more? Contact me about an amazing sales opportunity!

*In 2023, only 19.27% of Active U.S. Nu Skin Brand Affiliates earned sales compensation, and 6% earned \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

#nuskinbrandaffiliate #supplementalincome #yourbusinessyourway #opportunity

APPROVED EXAMPLE POSTS

General Opportunity



Something about white teeth and long-lasting lipstick really toots my horn!

7 months ago I made the smartest decision I could have ever made! And this whole biz is free to join!

#nuskinbrandaffiliate #ad #opportunity
#yourbusinessyourway #globalbiz



Don't let your fear of failing or your fear of the unknown stop you. It's free to join. It's simple to get started and so much fun!

There's nothing like having the opportunity to own your own business. I feel so much love being around my team and my customers.

#ad #makingnewfriends
#globalopportunity

APPROVED EXAMPLE POSTS

Holiday Earnings



Need a little extra Christmas cash this year?
Message me to learn how!

#nuskinbrandaffiliate #supplementalincome
#opportunity #beautyandwellness
#empowerme



Hey—shout out to my girl Ashley! Just in time for the holiday season she started her own business selling beauty products to make an extra \$200 each month* She is killing it! See her promotion of Lash + Brow Serum —stuff WORKS!

*In 2023, only 19.27% of Active U.S. Nu Skin Brand Affiliates earned sales compensation, and 6% earned \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

#nuskinbrandaffiliate #opportunity
#beautyandwellness

LIFESTYLE AND INCOME CLAIMS

The following terms, and terms with similar meaning, do not accurately reflect the income opportunity for most affiliates and **may not** be used:

passive income
residual income
replacement income
financial freedom
time freedom
recurring income
unlimited income potential
opportunity for all
part-time or full-time income

The following terms, and terms with similar meaning, **may only** be used in compliance with these guidelines and in a context that is not misleading:

flexible schedule
time flexibility
leveraged income
supplemental income
work independently

Nu Skin wants Brand Affiliates to emphasize all aspects of the business, not just the ability to make a little extra income. Keep it real by making sure people know they can have the opportunity to own their own business, build leadership skills and abilities, share best-in-class products, be part of a Force for Good culture, and build relationships with others interested in health and wellness... and don't forget the experiences, including the opportunity to earn and qualify for Success Trips!

INCOME CLAIMS DON'TS

DO NOT make claims about the total sales revenue and/or gross sales for your account or those in your organization

DO NOT make claims about the amount of time required to reach specific titles or compensation levels

DO NOT display earnings checks from Nu Skin, including screenshots of bonuses or statements

DO NOT make claims about retail profits

NEVER encourage people to quit jobs or school, take out loans, or incur debt

DO NOT reshare, retweet, or “like” posts that are inconsistent with these guidelines

DO NOT offer or imply any guarantee of success or income, including guarantees related to following a system

IMPROPER
CLAIMS



#ToothpasteMoney #HappyHusband



I've easily been able to earn \$450 in passive income each month working only from my phone. Reach out to learn more! #nuskin #freedom

UNAPPROVED EXAMPLE POSTS

Unapproved Posts



I'm so excited to say that I have been able to earn \$1000 a month selling Nu Skin's amazing products! If you want to learn how you can earn recurring income like this, message me!

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#nuskin #opportunity
#mybusinessmyway #recurringincome
#guaranteedmoney



Guess what guys!? Through my Nu Skin business, I've been able to make enough money every month to cover my car payment! If you want to learn how to pay YOUR monthly car payment message me!

#nuskin #opportunity #guaranteedincome
#empowerme #bossbabe
#financialfreedom

UNAPPROVED EXAMPLE POSTS

Unapproved Posts



I can help two more mamas work from home with me this month! Here's what I'm currently working on – Pick a number! Which one would you want most?! Personally, I am working on number 10!

1. Earn an extra \$1000
2. Go on a cruise this year
3. Pay off credit card debt
4. Be a stay-at-home parent
5. Save for your children's college
6. Take your family to Disney
7. Give back to the community
8. Fire your boss
9. Upgrade your phone
10. Pay off your mortgage

#nuskin #workfromhome #mamapower #bossbabe



Do your dreams include a trip to some of the most beautiful 5-star resorts in the world for you plus one?

I'm looking for 2 more people to come with us! 3 months left to qualify!

Earn from day one!! Unlimited earning potential!!

Sign up, post, make money, instant profit, TOTALLY FREE!

Comment or PM me for details!

#nuskin #freetrip #unlimitedpotential #totallyfree #financialfreedom

EARNINGS DISCLAIMER TRANSLATIONS

English: In 2023, only 19.27% of Active U.S. Nu Skin Brand Affiliates earned sales compensation, and 6% earned \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

Spanish: En 2023, solo el 19.27% de los Afiliados de Marca activos de Nu Skin en los Estados Unidos obtuvieron una compensación por ventas y el 6% ganaron \$200 o más mensualmente, antes de deducir los gastos. Estos porcentajes no tienen en cuenta el margen de beneficio minorista por la reventa de productos. Consulte el resumen completo de compensaciones [aquí](#).

Vietnamese: Vào năm 2023, chỉ 19.27% Nhà liên kết thương hiệu Nu Skin đang hoạt động tại Hoa Kỳ kiếm được hoa hồng bán hàng và 6% kiếm được 200 USD trở lên hàng tháng trước khi trừ chi phí. Những tỷ lệ phần trăm này không tính đến mức tăng giá bán lẻ từ việc bán lại sản phẩm. Xem tóm tắt trả thưởng đầy đủ [tại đây](#).

Chinese: 2023 年，只有 19.27% 活跃的美国如新品牌专员获得了销售报酬，其中 6% 的每月收入在扣除费用之前达到 200 美元或更多。这些百分比并未考虑产品转售的零售加价。请在 [此处](#) 查看完整的薪酬摘要。

Korean: 2023년도 현재 활동 중인 미국 뉴스킨 브랜드 어필리에이트 중에 19.27%만이 판매 보상을 받았고, 6%는 비용 공제 전 월 \$200 이상을 벌었습니다. 이 수익은 제품 재판매로 인한 소매 가격 이윤을 포함하지 않습니다. [여기](#)에서 전체 보상 요약을 확인하세요.